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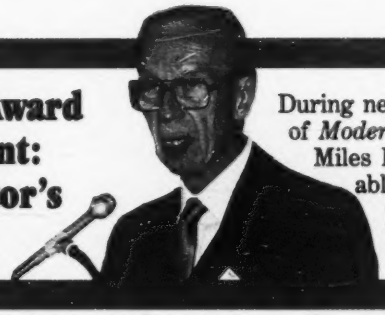
FOLIO:'s 1986 editorial salary survey

Editors' average salary: $52,240

Salaries and bonuses for editors by six titles, as well as for art directors, analyzed by region, business and consumer magazines, editorial pages, years of experience, and much more. See how salaries for editors on your magazine compare. 76



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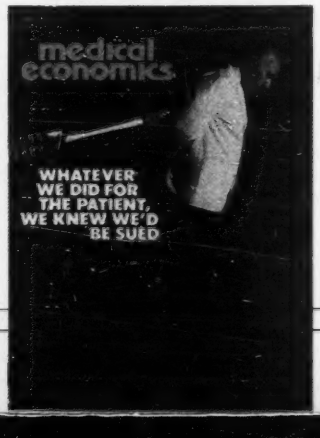

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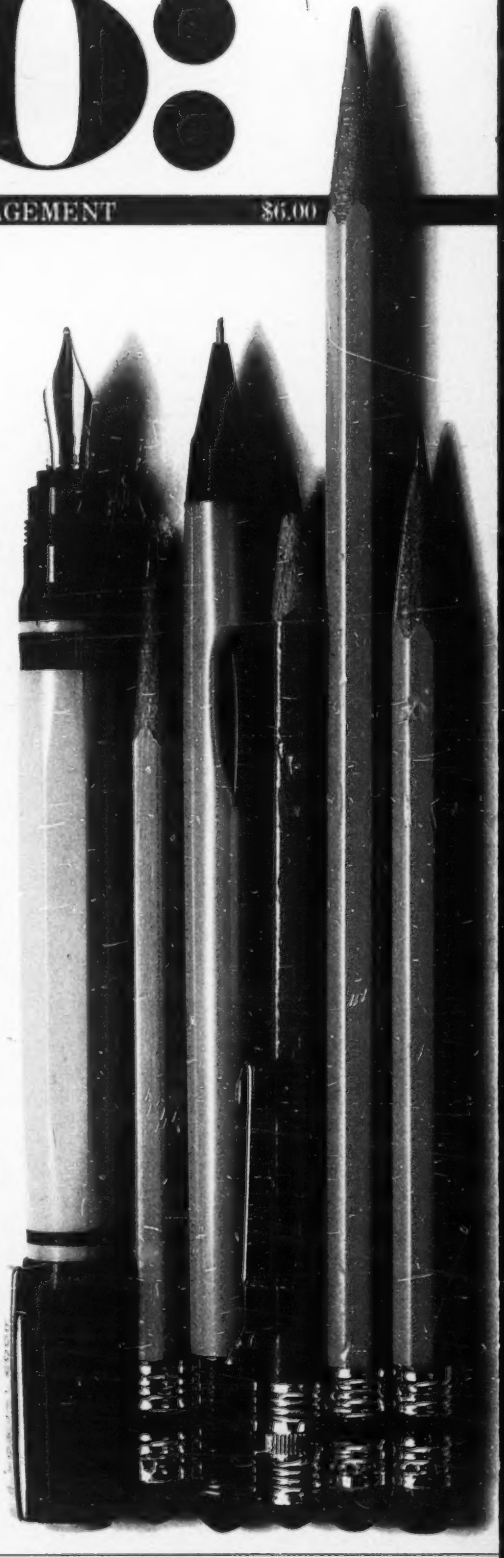

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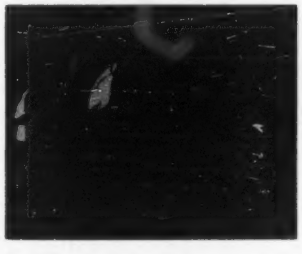

A new frontier in publications technology, computer graphics systems will forever change the way images are created.

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UPDATE

Second half '85 ABC figures: A glimmer of hope for single-copy sales?

Several major titles had newsstand gains, but 74% of all magazines audited showed losses

Schaumburg, Ill.—Subscription growth continues for most magazines, and there may even be some cause for encouragement on the single-copy scene, a FOLIO: analysis of the Audit Bureau of Circulations Fas-Fax report for the second half of 1985 shows.

Nearly three-quarters (74.3 percent) of the 385 consumer magazines with single-copy sales reporting in time for Fas-Fax experienced declines in those sales as compared with second half 1984. This is a poorer overall performance than the first half of 1985, when 62 percent of magazines with single-copy circulation showed decreases, as compared with first half 1984.

However, last year's second half also brought newsstand sales gains for seven of the top 15 magazines in unit single-copy sales, and for three of the top 10. The top 15, ranked in decreasing order by unit single-copy sales for the second half, and their newsstand performances: *TV Guide* (–0.5 percent), *Family Circle* (–6.2 percent), *Woman's Day* (–4.9 percent), *National Enquirer* (+1.2 percent), *The Star* (+10.0 percent), *Cosmopolitan* (+6.9 percent), *Penthouse* (–18.3 percent), *Good Housekeeping* (–3.1 percent),

CONTINUED ON PAGE 23

Consumer magazines ranked by unit increase in single-copy sales*

Second half 1985

Magazine	Single copy circulation: Second half '85	Unit increase†	% increase†
1. *The Star*	3,370,798	306,656	10.01%
2. *Cosmopolitan*	2,714,878	175,220	6.90
3. *National Enquirer*	1,084,788	128,883	13.48
4. *Weekly World News*	1,018,747	113,584	12.55
5. *Reader's Digest*	961,014	79,514	9.02
6. *Ladies' Home Journal*	1,060,666	67,848	6.83
7. *Country Living*	521,899	67,032	14.74
8. *Glamour*	1,563,685	62,846	4.19
9. *National Enquirer*	4,107,870	47,158	1.16
10. *Teen*	327,388	45,682	16.22%

Source: David Foster & Associates, Inc., analysis of ABC Fas-Fax report, December 31, 1985
* Only magazines with Publisher's Statements in both time periods were considered
† As compared with same six-month period in 1984

***Way ahead of the pack** in unit single-copy sales gains,* The Star *may have helped itself in '85 by changing format, including switch from tabloid to* Life *size.*

Desk-top publishing offers low-cost option

Small publishers save time and money with personal computers and laser printers

Seattle—The staff at *Northwest Sailboard* consists of Pete Fotheringham, the publisher; Bill McGown, the art director; and Carol York, the part-time editor. With virtually no outside help other than contributing writers, the staff writes, edits, typesets and lays out the entire magazine in-house.

Illustrating the most basic form of the new and increasingly popular "desk-top" or "personal" publishing approach, *Northwest Sailboard* is one of a growing number of small magazines that produces camera-ready pages in-

CONTINUED FROM PAGE 18

Big circulation-gaining categories included business and health

People (–4.0 percent), *Playboy* (–4.9 percent), *The Globe* (–1.8 percent), *Glamour* (+4.2 percent), *Woman's World* (+0.1 percent), *National Examiner* (+13.5 percent), and *Ladies' Home Journal* (+6.8 percent).

Chicago-based single-copy consultant Harvey Wasserman notes that the single-copy picture is probably better overall than the ABC figures indicate, since they do not include sales of the many single-issue publications now being published by major consumer magazines.

But there is no foreseeable end to the downslide for men's titles such as *Penthouse* and *Playboy*, whose sales, predicts Wasserman, will continue to be eroded by the popularity of "adult" videocassettes and the effects of censorship. Declines were also suffered in the second half by *High Society* (–14.8 percent), *Genesis* (–13.2 percent) and *Gallery* (–7.0 percent), among others.

And, while single-copy sales may have picked up somewhat in the latter part of 1985, some, including CBS senior vice president, circulation Bob Alexander, have warned that any gains may be short-lived unless the industry strengthens its efforts to boost sales.

Total circulation up

Many magazines continued to bolster total circulation with subscriptions. Subscription gains were reported by 62.5 percent of the 403 consumer magazines with subscription circulation, and 60.3 percent of the total 418 magazines reporting showed overall circulation increases. In comparison, in 1985's first half, 66.9 percent of reporting magazines logged subscription gains, and 60.4 percent had overall circulation growth.

The magazine with the greatest percentage hike in overall circulation for the second half of last year was *Vanity Fair* (+50.5 percent). Other high percentage gainers were *Gourmet* (+49.1 percent), *Art & Antiques* (+48.1 percent) and *inCider* (+42.1 percent). *Gourmet*, *inCider*, *The Artist's Magazine* and *Milwaukee Magazine* managed to be among the top 10 publications in percentage circulation

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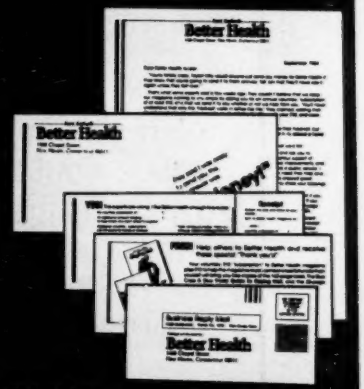

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gains for both the first and second halves of 1985.

Gourmet also led all magazines in total unit circulation gain, with a jump of 326,525 copies. It was followed closely by *The Star*, which changed its format from tabloid to *Life* size last year. Big losers in total circulation for the second half included *Penthouse*, which dropped by 598,506 in total circulation, *Woman's Day* (–323,653), *Family Circle* (–258,377), *Home Mechanix* (–249,372), *TV Guide* (–216,536) and *Reader's Digest* (–209,787).

Among the "Seven Sisters," only *Redbook* (+2.1 percent), and *Ladies' Home Journal* (+3.5 percent) had increases in overall circulation. On the other hand, several other major women's magazines posted at least modest gains: *Working Mother* and *Cosmopolitan* were each up by 7 percent and *Mademoiselle* was up by 2.1 percent. *New Woman* had a major increase of 20.2 percent.

The shelter magazines category had a mixed performance. *Better Homes and Gardens* was flat in total circulation, but *BH&G*'s *Country Home* jumped 23.7 percent. Meanwhile, *House & Garden* gained (+2.9 percent), but *House Beautiful* declined (–3.4 percent). *Architectural Digest* and *1,001 Home Ideas* were flat and *Metropolitan Home* slipped slightly (–0.7 percent), but *Country Living* rose 15.2 percent.

Among newsweeklies, *U.S. News & World Report* (+0.6 percent) and *Newsweek* (+1.5 percent) had total gains, but single-copy losses. *Time*'s picture was the reverse, with a 3.2 percent single-copy gain but a small overall circulation dip (–0.4 percent).

Strong categories

Business magazines fared well, in general. Overall gainers included *Financial World* (+15.0 percent), *Venture* (+11.6 percent), *Inc.* (+9.8 per-

Largest % gains, overall circulation

Second half 1985

Magazine	Total paid circulation	% gain*
1. *Vanity Fair*	399,792	50.54%
2. *Gourmet*	991,026	49.14
3. *Art & Antiques*	75,692	48.12
4. *inCider*	114,269	42.08
5. *Milwaukee Magazine*	43,647	37.51
6. *American Demographics*	12,696	36.31
7. *The Artist's Magazine*	165,601	35.84
8. *TV Picture Life*	104,513	28.30
9. *American Handgunner*	166,022	25.73
10. *Success*	372,097	25.07%

Source: David Foster & Associates, Inc., analysis of ABC Fas-Fax report for the six-month period ending December 31, 1985
*As compared with the same six-month period in 1984

Maintaining first half pace: *Four magazines included among the top 10, in terms of percentage gains in total circulation for the second half, were also among the top 10 in the first half. They are* Gourmet, Milwaukee Magazine, The Artist's Magazine *and* inCider.

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cent), *Business Week* (+0.7 percent), *Fortune* (+2.1 percent) and *Forbes* (+0.9 percent).

Food magazines comprised another strong category: In addition to *Gourmet*'s gains, *Food & Wine* was up 10.3 percent in total circulation.

Some computer magazines did quite well in total circulation: *Compute!* (+6.3 percent), *Family Computing* (+5.8 percent) and *Run* (+34.3 percent), for example. Single-copy sales, however, tended to be down in the category.

Several fitness magazines also showed circulation gains: *American Health* (+5.7 percent), *Health* (+0.8 percent), *Prevention* (+1.9 percent) and *Muscle & Fitness* (+8.6 percent). All of those magazines were also up in single-copy sales. *Runner's World*, however, incurred losses in both single-copy sales (-32 percent) and overall circulation (-14.6 percent).□

Consumer magazines ranked by unit increase in total paid circulation

Second half 1985

Magazine	Total paid circulation: Second half '85	Unit increase†	% increase†
1. *Gourmet*	991,026	326,525	49.14%
2. *The Star*	3,539,512	325,784	10.14
3. *New Woman*	1,219,098	204,854	20.20
4. *Country Living*	1,520,381	200,558	15.20
5. *Rolling Stone*	1,058,027	197,036	22.88
6. *Cosmopolitan*	3,022,790	196,508	6.95
7. *Money*	1,691,463	185,499	12.32
8. *Ladies' Home Journal*	5,235,044	176,506	3.49
9. *National Geographic*	10,549,349	156,801	1.51
10. *Vanity Fair*	399,792	134,228	50.54%

Source: David Foster & Associates, Inc., analysis of ABC Fas-Fax report, December 31, 1985
† As compared with same six-month period in 1984

Best of both worlds: Vanity Fair *and* Gourmet *find themselves among the top 10 magazines in unit circulation gains, and among the top 10 publications in percentage circulation growth.*

Consumer magazines ranked by unit increase in subscription sales*

Second half 1985

Magazine	Subscription circulation: Second half '85	Unit increase†	% increase†
1. *Gourmet*	860,132	333,162	63.22%
2. *People Weekly*	1,226,853	203,053	19.83
3. *New Woman*	574,536	177,655	44.76
4. *Money*	1,398,412	172,187	14.04
5. *Rolling Stone*	745,435	165,876	28.62
6. *National Geographic*	10,469,927	158,466	1.54
7. *Family Circle*	406,095	151,581	59.56
8. *Country Living*	998,482	133,526	15.44
9. *Sports Illustrated*	2,643,024	118,590	4.70
10. *Ladies' Home Journal*	4,174,378	108,658	2.67%

Source: David Foster & Associates, Inc., analysis of ABC Fas-Fax report, December 31, 1985
* Only magazines with Publisher's Statements in both periods were included
† As compared with same six-month period in 1984

Women's magazines—New Woman, Family Circle *and* Ladies' Home Journal—*account for three of the top 10 spots for magazines with the greatest increases in subscription circulation.*

Smaller magazines: Think big when it comes to circulation

Whatever your size or goals, methods that work for the big guys can work for you, too

San Francisco—Publishers and circulation managers at small circulation magazines shouldn't let their size constrain them in terms of the methods they employ to build circulation, advised Fran Reilly, circulation director of *Mother Jones*, speaking at a meeting of the Small Magazine Publishers Group.

Reilly said that, in her experience, it's extremely important for a smaller magazine to try every avenue, rather than to dismiss some methods out of hand on the assumption that they're too sophisticated or expensive. "I think big, and so should you," she said.

Making the most of every profitable circulation source, and finding new ones, is particularly crucial at *Mother Jones*: The magazine's circulation (currently about 150,000) accounts for 80 percent of its revenue. It has faced a shrinking subscriber market in recent years, and its pricing flexibility is limited. (*See item in Magazine Watch, this issue, page* 53).

Given circulation's value to the magazine, it was decided 10 years ago to take a "serious and calculated" approach that included hiring a consultant and a copywriter, and making a "major investment" in testing, according to Reilly. "Today, our circulation department is as sophisticated as *Time*'s," she added.

Reilly's suggestions:

•Get a computer and learn to do modeling and source evaluation. A computer will pay for itself many times over, and quite quickly, she said, noting that it's always possible to rent one for a while if you'd rather test it out first. Likewise, she said, "It's an investment to buy a publishing model, but it's worth it. For something as simple as a profit/loss model, just go to another publisher and get it. You don't need to write your own software."

She stressed that source evaluation is an absolute must. "You should have

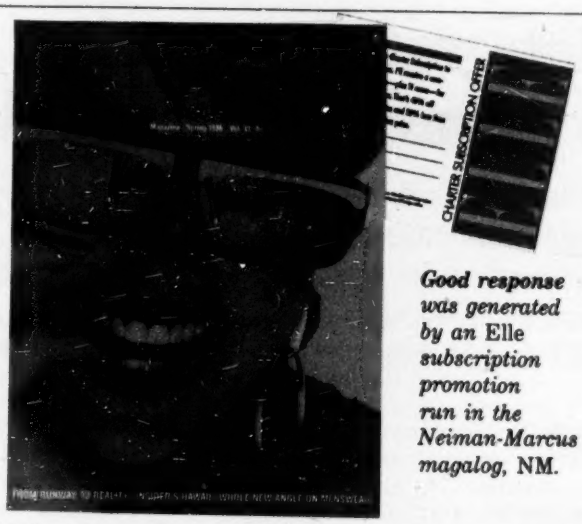
a magalog format.

Both magazines have ads in the spring 1986 issue of *NM*, the magalog published by the Neiman-Marcus chain of specialty stores: *Elle* a four-color page with a subscription insert card; *Newsweek* a four-color spread. *Elle* was also in the quarterly magalog's fall issue last year.

Elle's ad "worked very well," according to Joseph Cece, subscription circulation director, Murdoch Magazines, who says that the ad's cost per net order was less than that of some lists used for direct mail purposes.

Elle also ran a gift subscription promotion ad in the *Bloomingdale's By Mail* catalog, but it was less successful than the *NM* effort, Cece notes, because it used an 800 number as a reply device rather than an insert card. It's also more difficult to sell a gift subscription than a regular subscription, he adds.

While Cece has run a similar ad in *New York Magazine* and *New Woman* (two other Murdoch Magazines), he sees *NM* as a "natural link" between *Elle* and the upscale, fashion-oriented consumers who shop at Neiman-Marcus. (The magalog is sent free to the chain's 900,000 credit card customers nationwide.) It makes sense to advertise in a catalog if the magazine and the catalog "line up editorially," he says.



***Good response** was generated by an* Elle *subscription promotion run in the Neiman-Marcus magalog,* NM.

Newsweek is using *NM*, along with 23 consumer magazines, as a vehicle for an "image" ad featuring the slogan "*Newsweek*: Why it happened. What it means." No direct response device is provided; rather, the ad describes the kind of coverage the magazine gives to a story.

The rate for a one-page, four-color ad in *NM* is $23,850. The magalog, launched four and a half years ago under the name *Imprint*, changed its name last fall. Started as a twice-yearly publication, it switched to a three-time frequency in 1985, and became quarterly this year.□

Top U.S. magazines in annual foreign newsstand sales

Penthouse once again ranked first among U.S. magazines in overseas single-copy sales, with annual foreign receipts of $10,499,328, according to the latest Boart's Report of Overseas Sales of American magazines. The study was based on a June 1985 Audit Bureau of Circulations (ABC) report. The figures quoted are now based on the average single-copy reported sales for the period, rather than the single ABC reported issue.

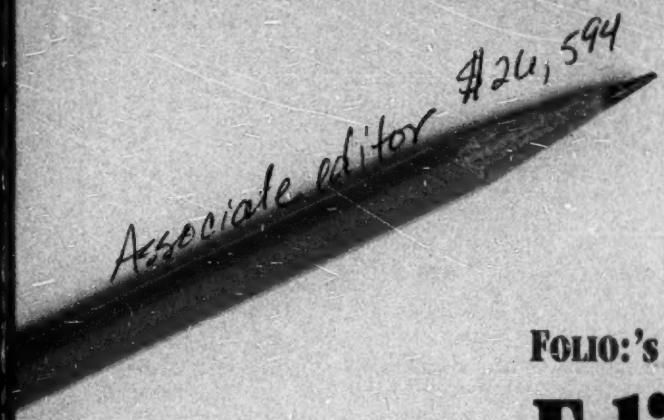
Foreign single-copy sales for *Penthouse* were up $3,947,544, or 60.3 percent, from the total compiled in the previous report (based on a December 1984 ABC report). *Playboy*, ranked second in the most recent report, also showed gains in foreign single-copy sales with annual receipts of $5,568,780, a rise of $314,508 over the total reported earlier.

Business Week/World Wide returned to the latest top-10 list, after dropping out of the previous report's list. Meanwhile, *Playgirl*, by failing to release a circulation statement, fell out of the current list.

Boart's does not list foreign editions of U.S. magazines; and its figures do not include sales in Canada.

Rank	Total single-copy avg. 6 mos.*	% Foreign on issue reported**	Total foreign average 6 mos.†	Avg. annual foreign sales in $ (at cover price)††	Cover price	Annual freq.
1. *Penthouse*	2,976,000	8.4%	249,984	$10,499,328	$3.50	12
2. *Playboy*	1,559,887	8.5	132,590	5,568,780	3.50	12
3. *National Enquirer*	4,060,588	1.4	56,848	1,921,462	0.65	52
4. *National Geographic*	81,657	98.0	80,024	1,824,547	1.90	12
5. *Muscle & Fitness*	372,023	11.0	40,923	1,718,766	3.50	12
6. *Life*	708,839	7.5	53,163	1,594,890	2.50	12
7. *Gallery*	445,644	6.5	28,967	1,216,614	3.50	12
8. *Vogue*	768,251	3.8	29,194	1,050,984	3.00	12
9. *Business Week/ World Wide*	31,489	31.2	9,825	1,021,800	2.00	52
10. *Byte*	92,683	26.0%	24,098	$ 1,012,116	$3.50	12

Source: Boart's International, Inc.
*Average single-copy sales for the six month period as reported on ABC statement
**Percentage of combined single-copy foreign, U.S. possessions and military sales to total single-copy sales for issue reported
†Total single-copy average, six months, multiplied by percentage of foreign on issue reported
††Total foreign average six months multiplied by cover price and annual frequency



FOLIO:'s editorial salary survey

Editors' average salary: $52,240

The lowdown on salaries for six titles as well as art directors, analyzed by region and much more

BY JEAN ANGELO
ASSOCIATE EDITOR

Many editors and art directors who responded to FOLIO:'s second annual salary survey stated that they were "overworked and underpaid." Some blamed the problem on heavy competition for editorial jobs. In the words of one editor, "If there were fewer people who hunger for my job, I would get paid more."

Others advise all publishing personnel to accept their careers as labors of love.

What is the truth about editorial salaries? FOLIO:'s survey unearths some interesting findings:

- Working on a top revenue producing magazine can mean more money for editorial management, editors, managing and senior editors, and art directors, but it seems to make no difference for those lower on the masthead.
- Male editors and art directors are earning about $10,000 more annually than females with the same titles.
- Top managers on consumer magazines are paid more than their business counterparts, but editors are earning virtually the same on both types of magazines.

Editorial management

The average annual salary for someone holding the editor and publisher title, editor in chief, editorial director or other top managerial title is $71,341. In this group, 63 percent of the respondents work on magazines listed in The Folio:400. The average salary for someone on a Folio:400 title is $84,101, considerably higher than the $49,112 average salary going to editorial management on magazines outside The Folio:400.

Top editorial managers on consumer magazines are earning more than their counterparts on business titles. Those on consumer magazines earn $83,158, compared to those on business titles who earn 72.5 percent of that, or $60,329.

The highest salary by region goes to editorial management in the Northeast. The average is $84,826. Managers in the other regions earn approximately 64 percent of the Northeast manager's salary, or $52,000 to $54,000.

The responsibility of managing larger staffs does have its financial rewards, according to our respondents. Those who manage editorial staffs of 11 to 20 employees earn more than twice as much, or $87,314, as those with staffs of five or less.

Those chief editors supervising design staffs of two to five people are earning 40 percent more than chief editors with one art director under their supervision. Those in the former group get $78,130 annually, compared to the latter group's $46,562.

Consumer monthlies pay better

than business monthlies, according to our respondents. Top management's consumer magazine average is $88,000, compared to $57,480 going to those who work on business titles.

Editor

The average salary for a magazine editor is $52,240, or 73 percent of what the editorial manager is earning. Sixty percent of the respondents in this group work for magazines listed in The Folio:400. The average salary for an editor on a Folio:400 publication is $63,107, almost twice as much as the average salary paid to editors who do not work on magazines in The Folio:400.

There is little disparity between consumer and business magazine salaries. Editors on business magazines are earning $53,198, only $2,000 more than their consumer magazine peers, according to our results.

The Northeast is once again the highest paying region, with the average being $60,385.

Men are earning considerably more than women in this personnel group. The average salary for a male editor is $56,384; for a female, $43,006.

Managing editor

The average salary for this group is $39,088, or 75 percent of the editor's average salary. As with editors, there is almost no difference in average salaries for consumer and business magazines. Managing editors on consumer magazines are earning $40,500, only slightly more than the same editor on a business title.

Sixty-seven percent of the managing editors in our survey work for Folio:400 publications. Their annual salary averages out to be $44,648. Those who are not on a Folio:400 magazine earn an average of $27,410.

"I'm overworked and underpaid, but who isn't?"

Editorial manager in the West with close to 20 years of experience, earning $30,000.

The managing editors whose magazines run 1,000 or more pages per year earn approximately $8,000 more than those whose magazines run 999 pages or less. Those on the magazines that run more pages earn an annual average of $46,008.

Males in this personnel group earn quite a bit more than their female counterparts. The 37 male managing editors in our survey report an annual average of $42,740. The 25 females are earning $33,682.

Senior editor

The average salary for this group is $43,536, slightly more than the average for managing editors. A very high percentage, 87 percent, of the respondents in this category work for Folio:400 magazines, which may explain the high overall average.

Those on Folio:400 magazines report an average salary of $46,125. The salaries of the five senior editors who are not on Folio:400 magazines average out to be $24,900.

Senior editors on business magazines earn an average annual salary of $48,120. Those on consumer magazines are earning less: $36,375.

Associate editor

The average salary for the 27 associate editors in this year's survey is $26,594. Seventy-four percent of the personnel in this category work for magazines listed in The Folio:400. Their annual average is $28,162. The annual average salary for the seven associate editors in the survey who do not work for Folio:400 magazines is $22,114.

The business and consumer magazine salaries are nearly identical: Those on business titles are getting $26,930; consumer titles pay $25,922.

Copy editor

The average annual salary for this group is $23,549, which is close to 90 percent of the associate editor's average. Copy editors on consumer magazines have a very slight edge over their business magazine peers: Consumer magazines pay an average of $24,332; business magazines, $22,450.

Does working on a title listed in The Folio:400 make a difference for copy editors? Apparently not, according to our respondents. In this group, a large majority, 86 percent, work on Folio:400 magazines. They are earning $24,032 annually, which is not much more than the $20,380 being paid to copy editors who are not working on Folio:400 publications.

Art director

The art director's average salary is $42,236, which is 8 percent higher than the average salary paid to a managing editor. For this group, working on a consumer magazine means higher earnings. Art directors on consumer magazines are earning an average of $46,442, compared to the $38,331 going to those who design business magazines.

The 68.8 percent of the respondents in this category who work on magazines listed in The Folio:400 are most certainly getting higher salaries than those outside of The 400. The salaries are $45,117 and $35,868, respectively.

The Northeast wins again as the highest paying region. Art directors in the Northeast are earning $47,242 annually, which is $10,000 more than the average salary for art directors in the

The regions have been divided as follows:

Western
Alaska
Arizona
California
Colorado
Hawaii
Idaho
Montana
Nevada
New Mexico
Oregon
Utah
Washington
Wyoming

Northeast
Connecticut
Maine
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

South Atlantic/ Central
Alabama
Arkansas
Delaware
Florida
Georgia
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maryland
Michigan
Minnesota
Mississippi
Missouri
Nebraska
North Carolina
North Dakota
Ohio
Oklahoma
South Carolina
South Dakota
Tennessee
Texas
Virginia
Washington, D.C.
West Virginia
Wisconsin

Southern Central states.

Males are earning $10,000 more in annual salary than their female counterparts. Males earn an average salary of $45,983, compared to $35,825 for females.

Deferred compensation

The majority of personnel in all categories said that they do have the option to participate in a deferred compensation (pension or profit sharing) plan. Close to 73 percent of editorial managers, editors, copy editors and art directors report that they have the option. For managing associate and senior editors, the percentage is higher—about 78 percent.

The highest average annual bonus is being paid to editorial managers. It is $13,150. The lowest average, $672, is going to copy editors.

Editors are getting an average bonus of $7,353; art directors, $3,872.

Using the numbers

It is important to use the salary information in this survey cautiously. In many instances, there were not enough respondents in certain cells to reach conclusions. For this reason, FOLIO: is publishing the number of respondents in each cell (these numbers are shown in parentheses).

The survey is also limited to comparing one variable at a time. For example, editorial managers in the Northeast are earning higher salaries than managers in other regions, but are managers in the Northeast working on larger circulation magazines? Are the managers in the Northeast the ones with more experience? FOLIO: cannot answer these questions.

Messages to management

Aside from the many comments FOLIO: received about compensation were some insightful comments on how to manage editorial staffs.

"There should be more financial incentives tied to specific targeted goals," suggests one editorial manager.

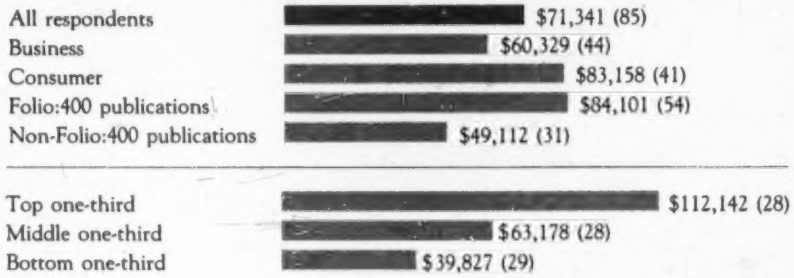
"Most editors are forced to spend too much time performing clerical chores. Don't publishers know that it's cheaper to hire a $15,000 secretary for this position?"

Still another senior editor summarized the frustration felt about career advancement: "At small magazines with limited staffs and already-achieved circulation potential, there is virtually no room for career growth. This is by far the most serious and widespread problem in magazine-land."□

Editorial management

Editorial management (editor and publisher, editor in chief, editorial director): Sets editorial policy. May hold other titles; may be in charge of other products and other departments in addition to editorial. The editor reports to this individual.

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$84,826 (49)	$67,886 (22)	$98,629 (27)
South Atlantic/Central	52,341 (22)	53,867 (15)	49,071 (7)
Western	54,000 (14)	50,428 (7)	57,571 (7)
By average editorial pages produced annually:			
To 499	$52,264 (17)	$46,200 (10)	$60,928 (7)
500-999	73,014 (35)	55,781 (16)	87,526 (19)
1,000-1,499	72,588 (17)	67,888 (9)	77,875 (8)
1,500 and over	88,272 (11)	78,428 (7)	105,500 (4)
By no. of editorial employees supervised:			
Up to five	$42,825 (23)	$43,318 (11)	$42,375 (12)
6-10	59,166 (21)	56,321 (14)	64,857 (7)
11-20	87,314 (27)	72,321 (14)	103,461 (13)
Over 20	105,642 (14)	75,400 (5)	122,444 (9)
By no. of design/art employees supervised:			
Up to one	$46,562 (24)	$43,833 (15)	$51,110 (9)
2-5	78,130 (50)	72,192 (26)	84,562 (24)
Over 5	117,143 (7)	-- (0)	117,143 (7)
By frequency:†			
Weekly	$68,400 (5)	$72,333 (3)	$62,500 (2)
Monthly	73,039 (51)	57,480 (25)	88,000 (26)
Other	68,862 (29)	62,531 (16)	76,654 (13)
By circulation:†			
To 49,999	$50,500 (17)	$50,566 (16)	$100,000 (1)
50,000-99,999	62,307 (26)	65,684 (19)	53,142 (7)
100,000-499,999	78,965 (29)	72,000 (9)	82,100 (20)
500,000 and over	99,653 (13)	-- (0)	99,653 (13)
By sex:			
Female	$67,775 (20)	$49,125 (8)	$80,208 (12)
Male	72,679 (64)	62,819 (36)	85,357 (28)
By years in business:			
Up to 10	$47,138 (18)	$44,222 (9)	$50,055 (9)
11-15	60,875 (20)	58,687 (8)	62,333 (12)
16-25	74,583 (24)	64,866 (15)	90,777 (9)
Over 25	96,000 (23)	67,833 (12)	126,727 (11)
Responsible for:			
One magazine	$71,453 (43)	$62,666 (21)	$79,840 (22)
More than one magazine	71,226 (42)	58,195 (23)	87,000 (19)

†Refers to the magazine with the largest circulation on which respondent works.

"I love my job. I would pay them to let me work here, but don't tell them that."

Editor in the Midwest working on a business magazine earning $38,000.

"At times I feel like a household product. What am I responsible for? ALL. What do I have to do to get things done? SHOUT. What does management do when I ask for a larger budget? VANISH."

Editor in the South earning $27,500.

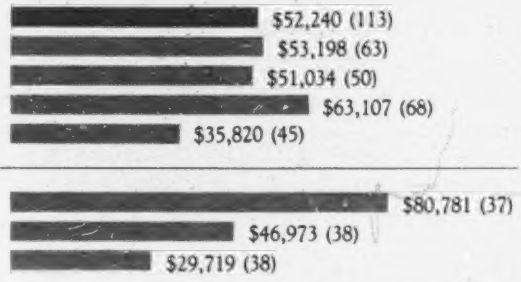
"Although circulation is not my responsibility, I have been able to influence the publisher to upgrade circulation and promotion too. I check all promotion prior to publication to make sure it does not misrepresent editorial policy and objectives."

Editor in the Northeast with 30 years of experience, earning $100,000.

Editor

Editor: Responsible for editorial direction and editorial content, including art and text and cover of the magazine.

Average salaries (The number of respondents is in parentheses.)



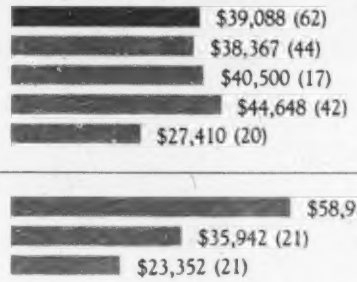
	Average	Average business	Average consumer
By region:			
Northeast	$60,385 (48)	$56,629 (27)	$65,214 (21)
South Atlantic/Central	47,041 (54)	50,469 (33)	41,653 (21)
Western	38,550 (10)	39,000 (2)	38,437 (8)
By average editorial pages produced annually:			
To 499	$35,804 (23)	$38,375 (12)	$33,000 (11)
500-999	54,508 (45)	50,642 (21)	57,891 (24)
1,000-1,499	55,548 (17)	55,000 (12)	56,866 (5)
1,500 and over	62,673 (23)	70,250 (14)	50,888 (9)
By no. of editorial employees supervised:			
Zero or one	$30,611 (17)	$30,500 (7)	$30,690 (10)
2-5	41,704 (47)	45,003 (29)	36,388 (18)
6-10	56,911 (17)	56,600 (10)	57,357 (7)
11-20	65,938 (19)	60,833 (9)	70,533 (10)
Over 20	95,116 (12)	89,925 (8)	105,500 (4)
By no. of design/art employees supervised:			
None	$39,758 (31)	$46,222 (18)	$30,807 (13)
One	49,714 (34)	54,278 (23)	40,172 (11)
More than one	63,304 (44)	58,478 (19)	66,972 (25)
By frequency:†			
Weekly	$54,215 (15)	$63,900 (10)	$34,846 (5)
Monthly	53,968 (64)	50,151 (33)	58,032 (31)
Other	48,117 (34)	52,874 (20)	41,321 (14)
By circulation:†			
To 19,999	$35,250 (14)	$36,958 (12)	$25,000 (2)
20,000-49,999	47,000 (18)	53,041 (12)	34,916 (6)
50,000-99,999	51,926 (28)	56,861 (21)	37,118 (7)
100,000-499,999	57,523 (34)	58,025 (16)	57,071 (18)
500,000 and over	60,736 (19)	74,500 (2)	59,117 (17)
By sex:			
Female	$43,006 (35)	$43,321 (14)	$42,796 (21)
Male	56,384 (78)	56,020 (49)	57,000 (29)
By years in business:			
Up to 10	$39,242 (43)	$38,236 (19)	$40,037 (24)
11-15	57,284 (25)	55,725 (16)	60,055 (9)
16-25	63,797 (31)	57,845 (20)	74,621 (11)
Over 25	59,692 (13)	72,062 (8)	39,900 (5)
Responsible for:			
One	$52,381 (99)	$52,377 (53)	$52,385 (46)
More than one	51,250 (14)	57,550 (10)	35,500 (4)

†Refers to the magazine with the largest circulation on which respondent works.

Managing editor

Managing editor: Coordinates editorial, art and production departments to ensure that the magazine is put out on time and in an acceptable form. Oversees the copy editing and proofreading staff to make sure the magazine is factual and grammatically correct.

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$41,105 (29)	$40,654 (21)	$41,642 (7)
South Atlantic/ Central/Western	37,315 (33)	36,278 (23)	39,701 (10)
By average editorial pages produced annually:			
To 999	$34,083 (33)	$33,880 (23)	$33,189 (9)
1,000 and over	46,008 (25)	43,355 (18)	52,828 (7)
By no. of editorial employees supervised:			
Zero or one	$21,545 (6)	$20,650 (10)	$30,500 (1)
2-5	35,876 (26)	39,088 (17)	27,687 (8)
6-10	42,822 (16)	43,059 (11)	42,301 (5)
Over 10	63,167 (9)	57,250 (6)	75,000 (3)
By number of design/art employees supervised:			
None	$32,843 (23)	$33,233 (21)	$28,750 (2)
One	39,590 (11)	41,250 (10)	23,000 (1)
More than 2	44,019 (28)	44,442 (13)	43,429 (14)
By frequency:†			
Weekly	$38,662 (8)	$37,500 (7)	-- (0)
Monthly	38,574 (37)	35,875 (22)	42,533 (15)
Other	40,405 (17)	42,426 (15)	25,250 (2)
By circulation:†			
To 49,999	$32,312 (16)	$32,428 (14)	$31,500 (2)
50,000-99,999	37,850 (20)	39,694 (18)	21,250 (2)
100,000-499,999	39,997 (18)	43,304 (12)	30,701 (5)
500,000 and over	53,687 (8)	-- (0)	53,687 (8)
By sex:			
Female	$33,682 (25)	$32,367 (17)	$35,000 (7)
Male	42,740 (37)	42,144 (27)	44,350 (10)
By years in business:			
Up to 10	$31,392 (27)	$30,994 (19)	$32,338 (8)
11-15	38,255 (19)	36,160 (14)	43,450 (4)
Over 15	53,063 (16)	53,908 (11)	51,202 (5)
Responsible for:			
One	$41,880 (49)	$40,675 (35)	$44,746 (13)
More than one	28,562 (13)	29,388 (9)	26,702 (4)

†Refers to the magazine with the largest circulation on which respondent works.

"I do lots of work and decision making for little pay and little credit."

Managing editor in the Northeast with eight years of experience, earning a salary in the mid-forties.

"Not only am I the managing editor for the company, but on two of the magazines, I am the electronics editor. On two others, I'm the feature editor, and I'm expected to contribute at least two stories per issue on two others. Total crosspollination. If it weren't for my freelance work, and the heavy dose of freebies—I'd quit."

Managing editor in the West with 22 years of experience, earning a salary in the high twenties.

"The publisher's policy is to hire young, inexperienced people at low salaries."

Editor in the South supervising a staff of two, earning a salary in the mid-teens.

"My salary is neither exorbitant nor pitiful, but I can tell you that it took me a long time to work up to it. And I know that there are hundreds of editors who have it much worse than me."

Senior editor in the Northeast with seven years of experience, earning $30,000.

"I have on five occasions been paid less than male predecessors, peers or replacements in jobs where I was praised as 'The star,' or 'The best ever.' "

Woman editor in the Northeast with close to 25 years of experience, earning a salary in the mid-eighties.

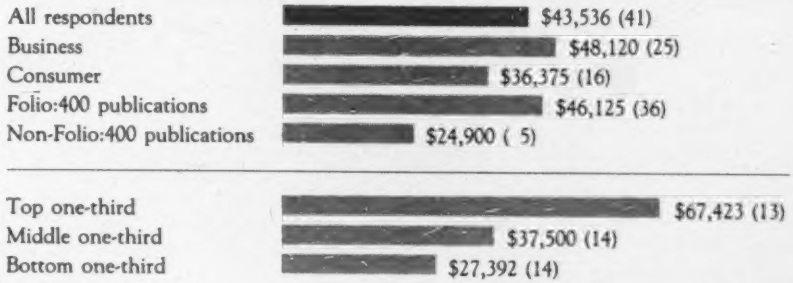
"I am one of several magazine editors in a business publishing company. My peers are all about my same age, and have my same amount of experience. They are also all male. They all make more than I do."

Woman editor in the Midwest with 10 years of experience, earning $35,000.

Senior editor

Senior editor: Heads editorial feature department. Plans and writes features in specialty areas. Responsible for all editorial work in that subject area. May oversee associate editors, freelance writers and designers.

Average salaries (The number of respondents is in parentheses.)



	Average	Average business	Average consumer
By region:			
Northeast	$44,388 (27)	$49,166 (15)	$38,416 (12)
South Atlantic/ Central/Western	41,892 (14)	46,550 (10)	30,250 (4)
By average editorial pages produced annually:			
To 999	$38,478 (23)	$42,392 (14)	$32,388 (9)
1,000 and over	50,286 (14)	55,187 (8)	43,750 (6)
By no. of editorial employees supervised:			
None	$37,710 (19)	$40,875 (12)	$32,285 (7)
1-5	37,656 (16)	40,722 (9)	33,714 (7)
Over 5	77,667 (6)	86,500 (4)	60,000 (2)
By number of design/art employees supervised:			
None	$43,542 (35)	$47,666 (21)	$37,357 (14)
One or more	43,500 (6)	50,500 (4)	29,500 (2)
By frequency:†			
Weekly	$80,500 (4)	$95,333 (3)	$36,000 (1)
Monthly	41,604 (24)	44,250 (12)	38,958 (12)
Other	35,730 (13)	38,600 (10)	26,167 (3)
By circulation:†			
To 49,999	$36,000 (4)	$40,666 (3)	$22,000 (1)
50,000 and over	44,351 (37)	49,136 (22)	37,333 (15)
By sex:			
Female	$34,775 (20)	$34,900 (10)	$34,650 (10)
Male	51,880 (21)	56,933 (15)	39,250 (6)
By years in business:			
Up to 3	$31,100 (5)	$39,666 (3)	$18,250 (2)
4-10	37,657 (19)	41,750 (10)	33,111 (9)
Over 10	53,764 (17)	55,541 (12)	49,500 (5)
Responsible for:			
One	$44,736 (36)	$48,409 (22)	$38,964 (14)
More than one	34,900 (5)	46,000 (3)	18,250 (2)

†Refers to the magazine with the largest circulation on which respondent works.

Associate editor

Associate editor: The next level under the senior editor. Researches editorials and sometimes is responsible for organizing photography shoots. Keeps abreast of trends and news in a specialty area, attends trade shows, press conferences.

"The size of our organization is very small. Hence, I am severely underpaid."

Associate editor in the West earning $16,000.

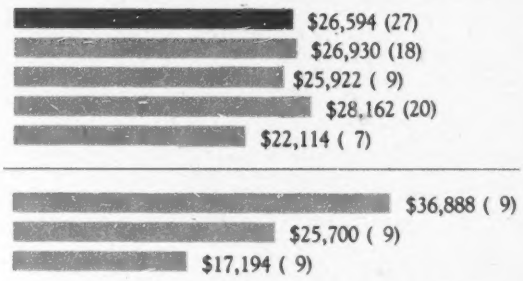
"The compensation is inadequate. I have acquired many duties not generally associated with this job, i.e., personnel and public relations."

Associate editor in the Northeast, with 17 years of experience, earning $30,000.

"I handle all copy editing duties for the magazine and edit most of the departments and several major feature articles and special sections several times a year. I also write articles and entries for awards and am the magazine's rights and permissions editor. In light of the fact that this magazine gets the work of at least three people out of me, I feel that I am grossly underpaid."

Associate editor in the Northeast earning $20,000.

Average salaries (The number of respondents is in parentheses.)


All respondents $26,594 (27)
Business $26,930 (18)
Consumer $25,922 (9)
Folio:400 publications $28,162 (20)
Non-Folio:400 publications $22,114 (7)
Top one-third $36,888 (9)
Middle one-third $25,700 (9)
Bottom one-third $17,194 (9)

	Average	Average business	Average consumer
By region:			
Northeast	$27,666 (12)	$26,571 (7)	$29,200 (5)
South Atlantic/ Central/Western	25,737 (15)	27,159 (11)	21,825 (4)
By average editorial pages produced annually:			
To 999	$24,110 (14)	$22,374 (6)	$25,412 (8)
1,000 and over	30,100 (5)	30,100 (5)	-- (0)
By no. of editorial employees supervised:			
None	$26,443 (22)	$26,750 (17)	$25,400 (5)
One or more	27,260 (5)	30,000 (1)	26,575 (4)
By frequency:†			
Weekly	$18,000 (1)	$18,000 (1)	-- (0)
Monthly	26,226 (21)	25,553 (14)	27,571 (7)
Other	29,860 (5)	36,333 (3)	20,150 (2)
By circulation:†			
To 49,999	$18,666 (3)	$19,500 (2)	$17,000 (1)
50,000 and over	27,585 (24)	27,859 (16)	27,037 (8)
By sex:			
Female	$23,103 (15)	$23,125 (10)	$23,060 (5)
Male	30,958 (12)	31,687 (8)	29,500 (4)
By years in business:			
Up to 3	$21,557 (13)	$22,916 (9)	$18,500 (4)
4-10	30,480 (10)	29,250 (6)	32,325 (4)
Over 10	33,250 (4)	34,333 (3)	30,000 (1)
Responsible for:			
One	$27,147 (24)	$27,203 (16)	$27,037 (8)
More than one	22,166 (3)	24,750 (2)	17,000 (1)

†Refers to the magazine with the largest circulation on which respondent works.